REMARKS

The Official Action dated June 25, 2004, has been carefully reviewed and the foregoing amendment has been made in response thereto. Prior to entry of the foregoing amendment, claims 1 through 15 were are active in the present application. Claims 2, 6, 10 and 13 stand rejected under 35 U.S.C. §112, second paragraph, as being indefinite for failing to particularly point out and distinctly claims the subject matter which applicant regards as the invention. Claims 1-2, 4-6, 8-10 and 12-15 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Bahlmann (U.S. Patent Number 6,487,594) in view of Hagan at al. (U.S. Patent Number 6,734,886). Claims 3, 7 and 11stand rejected under 35 U.S.C. §103(a) as being unpatentable over Bahlmann in view of Hagan at al. and further in view of Kouba (GB 2 348 338 A).

The foregoing amendment presents a replacement for the section of the specification titled "CROSS REFERENCE TO RELATED APPLICATIONS." The replacement paragraphs have been amended to include application numbers and filing dates for related referenced patent applications.

Claims 2, 6, 10 and 13 have been amended to correct the error in claim language giving rise to the rejection of these claims under 35 U.S.C. §112, second paragraph.

Claims 1, 5 and 9 have been canceled to further the prosecution of the present application. Claims 2-4, 6-8 and 10-12, which depended from claims 1, 5 and 9, respectively, have each been rewritten in independent form.

The rejections of claims 2-4, 6-8 and 10-15 under 35 U.S.C. 35 U.S.C. §103(a) are respectfully traversed. Each one of claims 2-4, 6-8 and 10-15 of the present application includes as a limitation a logical data model including a plurality of entities and relationships defining the manner in which information related to an Internet Service Provider's (ISP) operational environment and

customer web browsing habits is stored and organized within a database, and a subject area within the logical data model that includes specific recited entities. Each one of method claims 13 through 15 includes the step of establishing a database for storing and organizing information related to an Internet Service Provider's (ISP) operational environment and customer web browsing habits, said information being organized within said database in accordance with a logical data model including a plurality of entities and relationships defining the manner in which said information is stored and organized within said database system.

It is important to note that the terms "entity", "relationship" and "subject area" each have specific meaning within a logical data model. The present application, as originally filed, contains a discussion of logical data model basics, including an explanation of the terms "entity", "relationship" and "subject area". These terms and their meanings are well understood by those skilled in the art of relational database and logical data model design.
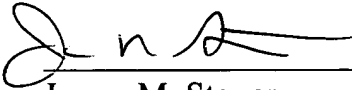
The present application describes a logical data model as being organized by subject areas, each subject area comprised of numerous entities, attributes and relationships. Each subject area includes one or more entities (or tables), each having attributes and relationships. Each attribute describes a fact about an entity. Relationships define which entities are connected to other entities and define the associations between connected entities.

The applicant respectfully requests that during the examination of the claims of the present application that the terms "entity", "relationship" and "subject area" be accorded the specific meanings set forth in the present application and understood in the art, and that care be taken to avoid confusion with the common meanings or other meanings of these and similar terms used in many publications and references.

It is not seen that Bahlmann, Hagan at al., or Kouba, include any teaching concerning subject areas, entities or relationships, as these terms are understood by those skilled in the art of relational database and logical data model design. Accordingly, it is believed that each one of claims 2-4, 6-8, 11-15 recites an invention that is patentable over the cited references to Bahlmann, Hagan at al., and Kouba, taken singularly or in combination.

In view of the foregoing amendments and remarks, it is believed that the application is in condition for allowance. Early and favorable action is respectfully requested.

Respectfully submitted,

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